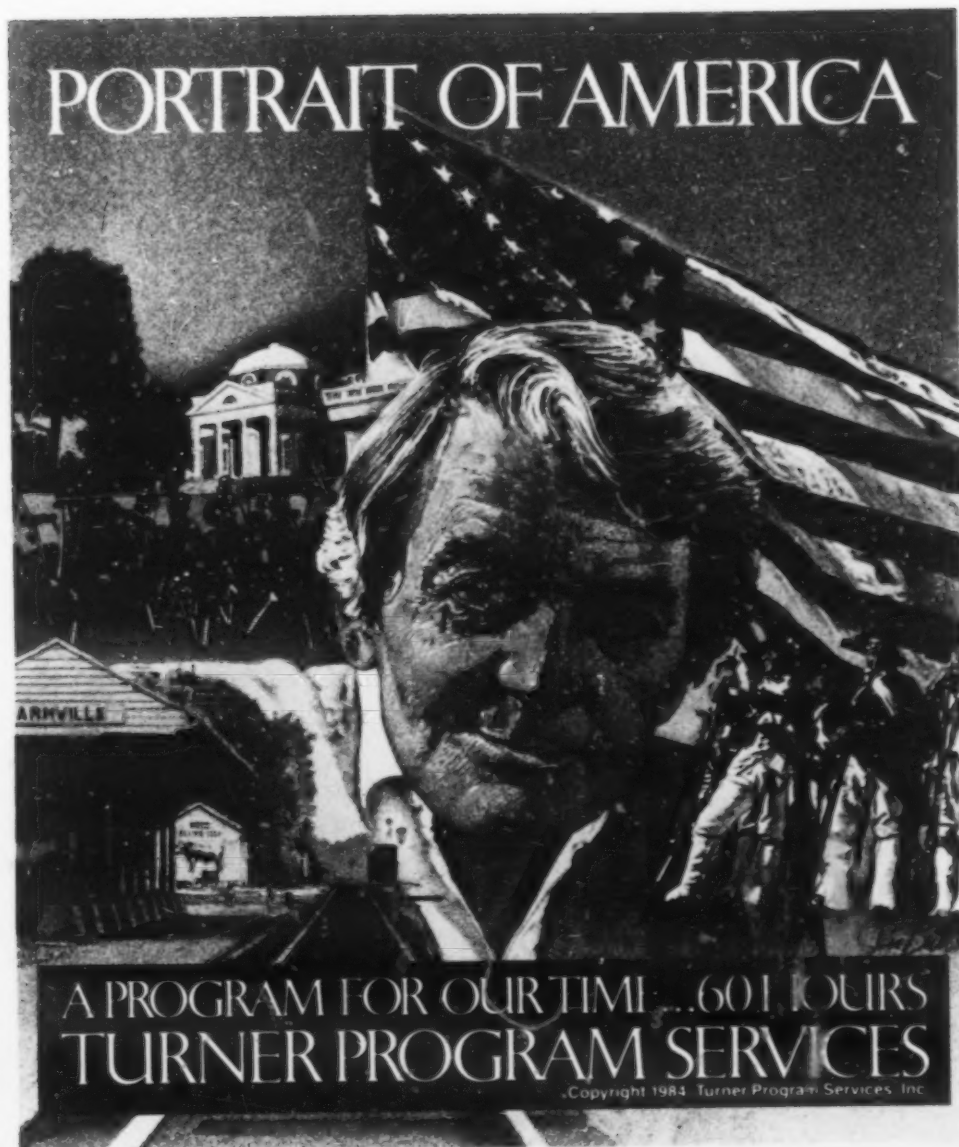


The Fifth Estate

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Broadcasting **Nov 19**



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54th Year 1984

AMIP in Miami

Broadcasting **Nov 19**

Strong closing for TV advertising in fourth quarter Advancing on AMIP '84 □ Coverage from ANA State, Commerce Departments make peace

STRONG FINISH □ Fourth-quarter television advertising market looks healthy, observers say, with local time sales and automobile industry leading surge. **PAGE 35.**

RAISING MONEY □ NCTA board votes to increase dues 20% to cover costs associated with lobbying effort for cable bill. **PAGE 37.**

IN LINE □ Missouri senator, John Danforth, may be next chairman of Commerce Committee. **PAGE 37.**

BEHIND THE SCENES □ ABC postpones 20/20 segment dealing with child abuse; Los Angeles general manager of network's O&O refutes reports that said he wouldn't air show. **PAGE 39.**

SPACE SALVAGE □ Space shuttle deploys four communications satellites and retrieves two from errant orbits. **PAGE 40.**

SUNNY SHORES □ Some 1,000 expected for AMIP '84, convention of foreign programmers offering their product on American shores. **PAGE 46.** A listing of exhibitors begins on **PAGE 48.**

PROGRAMMING EXPANSION □ Group W Productions announces plans for three new first-run television series. **PAGE 58.**

WINNERS ARE □ International Film & Television Festival of New York hands out its awards. **PAGE 58.**

COPYRIGHT FIGHT □ Broadcasters, cable operators

and sports interests set to battle again over copyright fee distribution. **PAGE 62.**

CLIPPERS CLIPPED □ Appeals court finds firm that clips television news segments to have violated copyright law. **PAGE 63.**

HIGH NOD □ Supreme Court upholds appeals court ruling allowing RKO to relocate WOR-TV to Secaucus, N.J. **PAGE 64.**

DISCRIMINATION SUIT □ Jury awards 51-year-old Illinois disk jockey nearly \$200,000 in age discrimination suit. **PAGE 65.**

ANA '84 □ Association of National Advertisers convention hears from Goldwater; sessions focus on television costs, what foreign advertisers can learn from U.S. **PAGE 66-69.**

HEALTHY PICTURE □ Cable advertising expected to hit \$500 million this year, with better results predicted for next. **PAGE 69.**

SHUT EYE □ Chief Justice Burger says no cameras will be allowed in Supreme Court during his tenure. **PAGE 71.**

FISCAL HEALTH □ VS&A reports rank communications industries according to financial performance of last five years. **PAGE 72.**

HIGH MARKS □ CBS's Bill Moyers has chosen the television as his classroom and accurate reporting as his subject. **PAGE 95.**

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CBS wins week; takes over first place season-to-date

The President's coattails weren't long enough to pull any of the networks' ratings to an overwhelming victory for the week ended Nov. 11, at least according to prime time's equivalent of exit polling: the A.C. Nielsen Co.

The three major broadcast networks had their lowest combined rating/share in the seven-week, 1984-85 prime time season, dipping to a combined 46.7 rating and 73 share.

But election night coverage had at least one beneficial side effect. ABC, which had been in third place for five out of the preceding six weeks, came in second, thanks largely to the pre-emption of NBC's powerhouse regular Tuesday night lineup of *A Team*, *Riptide* and *Remington Steele*—which caused NBC to tumble into third on Tuesday and fall out of first place for the first time since Sept. 11.

For the week, CBS came in first with an average 17.7/28, compared to ABC's average of 14.9/24 and NBC's average of 14.1/22. CBS won Monday, Tuesday, Thursday, Friday and Sunday. NBC won Saturday for the first time this season and ABC won Wednesday.

The combined network rating/share of 46.7/73 was down markedly from the combined average of 52.2/79.6 for the comparable week a year ago, while HUT levels were also off 3%—from an average 65.3 in 1983 to an average 63.3 this season.

CBS had seven of the top 10 shows, including, for the fourth time in seven weeks, top-ranked *Dallas*. ABC's *Dynasty* ranked second and NBC's *Cosby Show* was seventh. The first part of CBS's mini-series, *Ellis Island*, was fourth.

CBS also leads in both the Arbitron and Nielsen sweep periods. Both ABC and NBC can claim second place, depending on the service. In Arbitron (Oct. 31-Nov. 11), CBS averaged a 16.9/27, compared to a 15.4/24 for ABC and a 14.3/23 for NBC. In Nielsen (Nov. 1-Nov. 11), CBS averaged a 17.5/28, compared to a 14.9/24 for NBC and a 14.3/23 for ABC. ABC's Arbitron numbers are higher because the averages include the ratings from Wednesday, Oct. 31—a powerful night for ABC with *Fall Guy*, *Dynasty* and *Hotel*. The Nielsen averages begin a day later.

Highlights of the week, night by night:

■ CBS won Monday, although NBC held the 8-10 p.m. block with an average 29 share based on a repeat of the theatrical "Airplane." CBS shot ahead at 10 p.m. as *Cagney & Lacey* achieved its highest share of the season against football on ABC and back-to-back paid political broadcasts on NBC. A special episode of CBS's *E/R*, at 8:30 p.m., moved from Tuesday at 8:30, pulled an average 13.5/20 coming out of a paid Reagan political broadcast. It was *E/R*'s best performance in eight broadcasts. ABC's *Monday Night Football* scored a 16.6/28, its highest rating this season.

■ While President Reagan was winning re-election, CBS won Tuesday's election night coverage. CBS averaged a 12.1/18 between 7 and

11 p.m., compared to an 11.5/17 for ABC and an 11.3/17 for NBC. The combined rating/share of the three networks on election night (34.9/52) delivered slightly more than half of the total television audience.

■ ABC rode to victory Wednesday, winning every half-hour with its regular line-up of *Fall Guy*, *Dynasty* and *Hotel*. Both *Dynasty* and *Hotel* were ranked among the top 10 shows of the week while *Fall Guy* ranked 15th. NBC came in second, even winning the 9-11 p.m. period with a special one-hour episode of *Facts of Life* and *St. Elsewhere* against a TV movie on CBS starring the *A Team*'s Mr. T, titled "The Toughest Man In The World."

■ CBS won Thursday with its regular lineup of *Magnum, P.I.*, *Simon & Simon* and *Knots Landing*, winning every half-hour except the 8-8:30 slot, which was captured by NBC's *The Cosby Show*. CBS's *Magnum*, *Simon & Simon* and *Cosby* were all among the top 10 ranked shows of the week. *Knots Landing* pulled up in 11th place. ABC's *Thursday Night Movie*, at 8-10 p.m., a made-for-TV movie titled "The Imposter," garnered an average 14.2/22—the best performance yet this season of any title in that time period.

■ Friday was another CBS victory, thanks to its regular lineup of *Dukes of Hazzard*, *Dallas* and *Falcon Crest*, although ABC won the 8-9 p.m. period with its comedy block of *Benson* and *Webster*. The third episode of NBC's *V* pulled a 13.8/23 and ranked 37th out of 86 shows for the week, falling behind *Dukes* by three-tenths of a rating point. And although NBC's *Hunter* and *Miami Vice* managed to stay a couple of share points ahead of ABC's *Hawaiian Heat* and *Matt Houston* airing opposite it, the lead was not enough to overcome that achieved by ABC's 8-9 p.m. comedy block, which put ABC in second place for the night.

■ NBC's only nightly win of the week—Saturday—came on a strong performance by its 8-9 p.m. comedy block of *Diff'rent Strokes* and *Gimme a Break*. But except for election night, it was the closest race of the week among the three networks. NBC won with a 14.6 rating, compared to CBS's 12.9 and ABC's 12.6. NBC averaged a 14/25 for a repeat of the theatrical "Bustin' Loose," at 9-11 p.m., while ABC overtook CBS at 9-10 p.m. by three share points with *Love Boat* besting *Mike Hammer*. CBS came back, however, at 10 p.m. when an additional one-hour *Mike Hammer Special* pulled ahead of *Finder of Lost Loves* by four share points.

■ CBS glided to first place Sunday on the strong lead-in that *60 Minutes* provided to the first part of the three-part mini-series, *Ellis Island*. Both *60 Minutes* and *Ellis Island* ranked among the top 10 shows of the week. A repeat of the theatrical "Stir Crazy," on ABC at 8-10 p.m., pulled an 18.9/27. The first episode of *Ellis Island* drew a 23.4/35.

The multiplicity of the networks' election night programs below stem from Nielsen's dividing the evening into six segments.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	28.2/42	27.	Gimme a Break	NBC	15.6/26	53.	Airwolf	CBS	12.5/21
2.	Dynasty	ABC	25.7/39	28.	Webster	ABC	15.6/25	54.	Decision '84	NBC	12.5/19
3.	60 Minutes	CBS	25.1/37	29.	Benson	ABC	15.4/26	55.	Ripley's Believe It Or Not	ABC	12.5/19
4.	Ellis Island, part 1	CBS	23.4/35	30.	Love Boat	ABC	14.7/25	56.	Decision '84	NBC	12.5/18
5.	Cagney & Lacey	CBS	22.4/36	31.	Facts of Life	NBC	14.2/22	57.	'84 Vote	ABC	12.4/20
6.	Simon & Simon	CBS	21.7/33	32.	The Imposter	ABC	14.2/22	58.	Decision '84	NBC	12.4/18
7.	Bill Cosby Show	NBC	21.2/34	33.	Dukes of Hazzard	CBS	14.1/23	59.	'84 Vote	ABC	12.2/18
8.	Falcon Crest	CBS	21.1/35	34.	Campaign '84	CBS	14.1/21	60.	E/R	CBS	12.1/19
9.	Magnum, P.I.	CBS	19.8/30	35.	Bustin' Loose	NBC	14.0/25	61.	Decision '84	NBC	12.0/18
10.	Hotel	ABC	19.7/34	36.	V	NBC	13.8/23	62.	'84 Vote	ABC	11.9/17
11.	Knots Landing	CBS	19.4/31	37.	Campaign '84	CBS	13.5/21	63.	Finder of Lost Loves	ABC	11.6/21
12.	Airplane	NBC	19.2/29	38.	E/R	CBS	13.5/20	64.	Miami Vice	NBC	11.5/20
13.	Stir Crazy	ABC	18.9/27	39.	Campaign '84	CBS	13.5/19	65.	T.J. Hooker	ABC	11.5/20
14.	Family Ties	NBC	18.6/28	40.	I Married a Centerfold	NBC	13.4/21	66.	Decision '84	NBC	11.3/18
15.	Fall Guy	ABC	18.4/29	41.	Mike Hammer	CBS	13.3/25	67.	Matt Houston	ABC	11.1/19
16.	Newhart	CBS	18.4/28	42.	'84 Vote	ABC	13.1/19	68.	Hunter	NBC	11.0/18
17.	Hill Street Blues	NBC	17.0/27	43.	Mike Hammer	CBS	13.0/22	69.	Punky Brewster	NBC	10.4/16
18.	Kate & Allie	CBS	16.9/25	44.	St. Elsewhere	NBC	12.9/22	70.	Hawaiian Heat	ABC	10.0/16
19.	Cheers	NBC	16.7/25	45.	Charles in Charge	CBS	12.9/20	71.	Silver Spoons	NBC	8.6/13
20.	Football, Atlanta vs. Wash.	ABC	16.6/28	46.	Campaign '84	CBS	12.8/20	72.	Democratic Campaign	ABC	6.0/9
21.	Highway to Heaven	NBC	16.1/25	47.	Campaign '84	CBS	12.8/19	73.	LaRouche Paid Political	NBC	5.5/10
22.	Knight Rider	NBC	16.1/23	48.	'84 Vote	ABC	12.7/19	74.	Democratic Campaign	ABC	5.1/6
23.	20/20	ABC	16.0/26	49.	Campaign '84	CBS	12.7/18	75.	LaFouche for President	ABC	4.7/7
24.	Life's Embarrassing Moments	ABC	15.9/26	50.	Decision '84	NBC	12.7/18				
25.	Night Court	NBC	15.9/24	51.	Toughest Man/World	CBS	12.6/20				
26.	Diff'rent Strokes	NBC	15.7/27	52.	'84 Vote	ABC	12.6/19				

*Indicates premiere episode



White House news channel. Merrie Spaeth, director of the White House Office of Media Relations (standing), and Terry Abdo, staff assistant, demonstrate the computerized system the office has installed for providing the press and broadcasters with practically instantaneous transmission of information from the White House. What is called the White House News Service is available through ITT Dialcom's on-line news services.

mitted only in response to a request.

The White House news is now part of the data base of the ITT Dialcom News's services. Anyone with a computer or a communications word processor and a modem can tap into it by dialing a personal ID and the telephone number. (The user pays a one-time subscriber fee of \$50 and then pays for the service at the rate of about \$20 an hour.) Among the items that will show up on the screen is White House News—it is Number 52. It is followed by a listing of information coming out of the press office, the Office of Management and Budget, the Vice President's office and the First Lady's office. The subjects available are billboarded in head-

lines.

Among other things, Spaeth hopes the system will deal with complaints from two principal sources—members of the local press around the country who feel they are shut out by the national press when the President visits their regions of the country and members of ethnic, trade and other specialized publications who complain of not being alerted to events at the White House of interest to them.

But it may, in time, generate complaints of its own. Although the material the White House News Service makes available is, basically, that which is mailed out daily, that is not the sum of it. For instance, economic

indicators, along with the relevant facts to explain them, that may be prepared for one of the daily press briefings given by White House Deputy Press Secretary Larry Speakes may be part of the menu. So will transcripts of special briefings given the press by experts in connection with major events—an economic summit, for instance. The efficiency with which the White House material is being made available may cause some to wonder whether manipulation of the press is one of the aims.

Spaeth turns aside such suggestions. "We're not trying to affect editorial decisions," she says. "But we want to make the material truly complete and accurate. My job is to provide it, theirs [the journalists on the other end of the line] to choose whether to take it."

The system, which is a joint operation of Spaeth's office and the systems division of the White House Office of Administration, is not unusual in the White House, let alone the government generally. In fact, Spaeth says the system now in place is modeled on the one at the Department of Agriculture. It has yet to receive much attention; the biggest hype it has gotten, it seems, is a low-key message accompanying mailings that notes the information being provided "is now available electronically through the ITT Dialcom news services." It also says that comments and suggestions regarding the system should be directed to the Office of Media Relations, at 202/456-6623. But Spaeth plans to focus more media attention on it in the weeks ahead.

Spaeth says it is too soon to forecast the eventual popularity of the system. But she notes that Agriculture's system, which began operating two years ago, "has been doubling its hits [the number of times a system has been used] and users every six months." That is the kind of growth she expects the White House system to experience. □

Business

VS&A ranks financial health of media

Broadcasting in the middle of the pack in operating income/revenue category behind cable and pay TV

Compared to other communications-oriented industries, broadcasting ranks in the middle as measured by many financial performance indicators, according to a report by the New York-based investment banking firm of Veronis, Suhler & Associates (VS&A).

Relying on information filed by publicly held companies, the report establishes its rankings according to revenue growth, operating income/revenue and cash flow/revenue margins, and operating income return on assets for broadcasting operations. It follows a similar VS&A report issued last year and was developed from data going back five

years.

An average operating income/revenue margin of 17.4% placed the broadcasting group fourth, following newspaper publishing, cable and pay TV, and business and

information services.

The totals also show broadcasting placed fourth in revenue growth with 12.8%, the same as in 1982, but slightly above the 12.3% five-year compounded average. Op-

Broadcasting Industry Compilations

		Revenue		Pre-Tax Operating Income		Cash flow		Pro-forma Assets	
1979-83	Compounded annual growth	12.3%	(5)	7.7%	(6)	8.7%	(6)	15.4%	(5)
1983	Growth	12.8%	(4)	14.4%	(7)	14.6%	(7)	17.1%	(3)
1983	Operating under margins			17.4%	(4)	19.8%	(4)		
1983	Return on assets			23.1%	(5)	26.2%	(5)		

Number in parentheses indicates rank in group of 10 communications industries

Bottom Line

Gulf heats up. Gulf Broadcasting was once again subject of sale rumors last week after large block of company's stock changed hands. Buyer was American Continental, ninth largest home builder, based in Phoenix. Tom Lucas, corporate counsel for company, said it has no intention of increasing Gulf holdings beyond current 24.9% and that it does not anticipate filing change of ownership forms with FCC. American Continental began Gulf purchases with Oct. 8 acquisition of 19% held by largest shareholder, American Financial Corp. Lucas said Gulf shares were good investment which would help diversify asset base of subsidiary Lincoln Savings & Loan, purchased by American Continental in February. Bonnie Cook, vice president of Nashville, Tenn.-based securities firm, J.C. Bradford & Co., noted that questions about possible sale or takeover of Gulf Broadcasting (BROADCASTING, Sept. 24) by outside party still remain.

□

Difficult courtship. Bid to buy Des Moines Register & Tribune Co., by Dow Jones Inc. and four other investors, including Register & Tribune's president and executive vice president (BROADCASTING, Nov. 12), elicited negative reaction from company chairman, David Kruidenier, who said, "I very much regret that this offer was made and particularly regret the manner in which it was made." Placed on leave were Michael Gartner, president, and Gary Gerglaach, executive vice president. Action was taken, Kruidenier said in statement, to "avoid any potential conflicts of interest." Earlier deadline set by proposed buying group of Nov. 20 has been extended to Dec. 15 at request of Register & Tribune's board which reportedly plans to meet Dec. 10. Investment banking firm, First Boston Corp., is evaluating bid for board of newspaper publisher and group owner.

□

Also in Des Moines. Meredith Corp. is preparing for liberalization of FCC television station ownership limits by increasing authorized shares in company. Shareholders at annual meeting last Monday, Nov. 12, voted to increase authorized common shares from 20 million to 35 million (there are currently 9.7 million outstanding) and authorized preferred shares from one million to five million (none outstanding). Robert A. Burnett, president and chief executive officer of Des Moines, Iowa-based publisher and group owner (one AM, one FM and seven TV's) said company is hoping to acquire TV stations in markets 20-50.

□

California divorce. Orrox Corp. and ADDA Corp. have broken off merger negotiations that began with agreement in principle reached last September. Orrox is Santa Clara, Calif.-based manufacturer of videotape editing equipment; ADDA, based in Los Gatos, Calif., manufactures digital processing equipment for television applications.

□

Subsidiary's subsidiary. Broadcast Advertiser Reports Inc. announced purchase of Radio TV Reports, New York-based supplier of broadcast commercial photoboards to advertisers and agencies. BAR, itself acquired by SFN Companies Inc. in July 1983, disclosed no purchase price.

□

Show goes on. Wrather Corp. board will soon be deciding on successor to Jack Wrather, company's chairman and chief executive officer, who died last week (see "Fates and Fortunes," page 94). One candidate is Wrather's 32-year-old son, Chris, who is currently chief operating officer and executive vice president. Monte Livingston, executive vice president and general counsel, said board is likely to meet either this week or next. Wrather family is reportedly expected to maintain its 38% ownership in Beverly Hills, Calif.

New low price. JWT Group stock will undergo three-for-two split to shareholders of record on Nov. 19. Chairman, Don Johnston, said split, approved Nov. 5 by company's board, would bring price within reach of broader range of individual investors, thus improving marketability on New York and London exchanges.

□

New high price. Satellite Network Delivery Corp. announced it had raised \$2.5 million through private stock offering underwritten by Cralin & Co. SND, headed by Anthony A. Barnett, chairman and chief executive officer, intends to initiate business information network using TV vertical blanking interval in early 1986. Company, which received initial funding from Tribune Co., sold offering in units of \$100,000. It said agreements have been signed with station operators giving it 62% coverage of country.

□

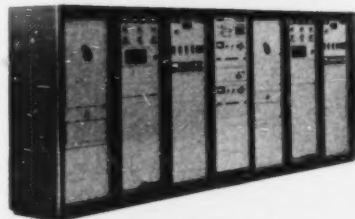
Credit worthiness. Debt offering of \$1.3 billion by Metromedia (BROADCASTING, Oct. 29) has received ratings of B+ and B- (on scale of AAA+ to D) from Standard & Poor's. Single-B-plus rating goes to two issues of senior debt that would raise \$850 million; B- to two unsecured debentures that would raise \$450 million. Other major credit rating service, Moody's, announced it would review debt ratings of Gulf + Western Industries, because of that company's \$700-million tender offer for stock of Prentice-Hall Inc. G + W's senior debt is currently rated at Baa2 (on scale of Aaa1 to C3).

erating income growth of 14.4% for broadcasting operations was the best year of any in the five-year period and double that for 1982. From 1979 to 1983 operating income grew at a 7.7% compounded annual rate, sixth best on a list that also included advertising, recorded music, book publishing, business magazine publishing, consumer magazine publishing and entertainment programming and distribution.

The cable and pay television segment ranked second in operating income/revenue margins, behind business information services, and last year its revenue increased by a greater percentage than any of the other industries. It also, however, ranked ninth in operating income return on assets, where broadcasting ranked fifth at 23.1%. Statistics for the other groups were not made available to BROADCASTING.

John Suhler, a principal in VS&A, and former president of CBS/Publishing Group, said return on assets is a meaningful measurement for broadcasting companies: "I think that on an average, the percentage of the purchase price allocated to assets, both tangible (such as plant) and intangible (such as F.C.C. license), is in the 60%-to-70% range. Generally the return on asset measure, particularly the cash-flow (operating income before depreciation, amortization and interest expense) return on asset measure, shows what the financial strength of the company is. It means they have relatively less deployed and they are producing relatively more cash flow." Suhler pointed out that a company with new, undepreciated and unamortized properties (therefore carried at

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Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
AM Cable TV	Second	\$7,804	38	(\$1,196)	NM	(.33)
Clyron	First	\$5,337	37	\$822	15	\$0.10
Clear Channel	Third	\$3,028	17	\$612	44	\$0.21
Comcast	Third	\$26,322	28	\$3,084	26	\$0.24
Foots Cone Belding	Third	\$68,185	17	\$4,742	82	\$1.30
Lee Enterprises	Fourth	\$48,106	11	\$10,653	24	\$0.78
	Year	\$189,826	10	\$26,749	17	\$1.96
M/A-COM	Fourth	\$214,840	23	\$12,810	44	\$0.30
	Year	\$766,446	21	\$38,200	29	\$0.90
MGM/UA Ent.	Fourth	\$138,377	-35	\$2,136	-80	\$0.04
	Year	\$706,902	-2	\$34,697	-17	\$0.69
Playboy	First	\$46,439	7	\$3,590	NM	\$0.37
TPC Comm.	Third	\$836	3	(\$516)	NM	(\$0.13)
TechOps	Fourth	\$7,063	13	\$1,196	70	\$1.41
	Year	\$28,105	11	(\$3,045)	-18	\$3.57
United Artists	Fourth	\$128,076	14	\$7,997	-12	\$0.79
	Year	\$407,970	21	\$15,750	-11	\$1.52
United Television	Third	\$18,403	31	(\$5,103)	NM	\$0.46
Unitel Video	Fourth	\$3,797	70	\$500	16	\$0.23
	Year	\$11,196	30	\$1,277	-5	\$0.58

* Percentage change from same period year before. **Earnings per share. Parentheses indicate loss. NM means not meaningful.

Foots Cone & Belding notes that revenue from U.S. operation was up 20% in third quarter. ■ **MGM/UA** said fourth-quarter figures were hurt by reduced income from movie and television operations. Strong performance of 85%-owned MGM/UA Home Entertainment Group Inc. (home video and pay television operations), helped. ■ **Playboy Enterprises** reported net loss of \$1.4 million in first quarter of last fiscal year. Net income for just-ended first quarter included \$955,000 tax-loss carry forward. ■ Full-year 1983 results for Boston-based **TechOps** included \$1.7-million gain from sale of WOLUW-FM Providence, R.I. ■ **United Artists** figures for 1984 include then wholly-owned cable subsidiary, United Artists Cablesystems Corp., on a fully consolidated basis. Numbers for 1983, when company was partner in Rogers UA Cablesystems Inc., are reported on equity basis, which only counted 49% of after-tax earnings. ■ **United Television** said KXKQ-TV San Francisco posted operating profit in third quarter, after "small" profit in second quarter. Three VHF stations showed revenue increase of 22% and operating income gain of 18%. Companies net loss came from equity in Warner Communications. Company's operating income, without \$6,582,000-loss from Warner (there is three-month lag in reporting equity results), was \$4,116,000 up 40%.

higher book value) in its portfolio would show a lower return.

Among the 53 companies are group owners, syndicators and the three television network broadcast groups. The last three companies account for almost two-thirds of the publicly reported broadcasting revenue. Suhler said the generally flat performance of the broadcast group—operating income/revenue margin and cash flow/revenue margins—masked the fact that most group operators were improving while ABC and CBS were declining. (NBC was improving from poor previous showings.) Suhler said: "I think that one must also assume that within the networks' broadcast groups are improving owned and operating divisions. That leaves the networks themselves and I think that they would argue that the issue is totally answered in programing costs."

Asked to compare broadcasting to the other communications industries, Suhler said, "What characterizes broadcasting, I think, is that the medium is characterized by almost always having higher growth than average. That has to do with the pricing mechanisms more than volume; a combination of scarcity and appetite. I've sold against television all my life and there is just an enormous unfulfilled appetite by broad sectors of the advertising communities for broadcasting. Some of the other markets that we cover, such as consumer magazines, business magazines or entertainment programming and distribution, can go up and down with the wide swings of the economy." The VS&A founder added there is nothing his firm sees that is likely to alter those industry characteristics.

Citadel Communications

(Philip J. Lombardo, President)

has acquired

WUTV, Channel 29

Buffalo, New York

from

Whitehaven Entertainment Corporation

(Herman Pease, President)

for

\$15,200,000

We are pleased to have served as
broker in this transaction.

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11/19/84

NABET, NBC come to agreement

After 20 months of negotiations, NBC and the National Association of Broadcast Employees and Technicians have reached agreement on a new four-year contract, retroactive to March 31, 1983, when the previous pact expired.

The settlement, reached on Nov. 9, was delayed by marathon talks on the knotty question of jurisdiction over new technological devices. The union acknowledged it had put up a sturdy defense to protect its members, but, as one NABET official said: "Our position always has been that we won't throw roadblocks in the way of automation. But at the same time we have insisted that the company had to convince us that a concession was needed in order to remain competitive. As it is, under certain conditions, nonunion employees can be used to perform certain work and, under others, there will be NABET members."

Gene McGuire, vice president in charge of labor and personnel for NBC, said "the important thing was the ability to use this new technology on a nonexclusive basis. Multipurpose computers can be used for technological as well as office-clerical uses. Computers can be used in a technical mold by engineers in some circumstances and nontechnical (people) in others."

When the contract expired on March 31, 1983, NBC technicians earned, at the maxi-

Co. for 650 kHz; 5 kw-D. Address: 7728 Bass Road RR20, Fort Myers, Fla. 33908. Action Nov. 5.

■ Westland, Mich.—Granted app. of Sima Birach for 690 kHz; 5 kw-D. Address: 11427 Joseph Campau, Detroit 48212. Principal has no other broadcast interests. Action Oct. 30.

■ Ridgeland, Miss.—Granted app. of Holt-Robinson of Mississippi Inc. for 660 kHz; 50 kw-D, 1 kw-N. Address: P.O. Box 2078, Hattiesburg, Miss. 39401. Principal is owned by Charles W. Holt (70%); his wife, Connie (10%), and Charles W. Robinson (20%). Holt Broadcasting Service is Hattiesburg, Miss.-based station group of three AM's, two FM's and one TV. Action Oct. 30.

■ West Point, Neb.—Granted app. of Kelly Communications Inc. for 840 kHz; 2.5 kw-D. Address: 2702 Bragstad, Sioux Falls, S.D. 57103. Principal is owned by Sharon J. Kelly, who has no other broadcast interests. Action Nov. 5.

■ Deep Gap, N.C.—Dismissed app. of Pennington Broadcasting of North Carolina for 1410 kHz; 1 kw-D. Address: 5519 Rockingham Rd. East, Greensboro, N.C. 27407. Action Nov. 5.

■ Frayser, Tenn.—Returned app. of Nor-Dot Broadcasting Inc. for 890 kHz; 25 kw-D. Address: 5050 Poplar Ave., #917, Memphis, Tenn. 38157. Action Nov. 1.

■ Superior, Wis.—Returned app. of Found Du Lac Indian Reservation for 650 kHz; 10 kw-D. Address: 105 University Ave., Cloquet, Minn. 55720. Action Nov. 1.

FM's

■ *Birmingham, Ala.—Returned app. of SMI Ministries Foundation for 89.5 mhz; 10 kw; HAAT: 922 ft. Address: 281 Old Tyler Rd., 35226. Action Oct. 31.

■ Tusayan, Ariz.—Granted app. of Tusayan Broadcasting Co. for 92.1 mhz; 1 kw; HAAT: 470 ft. Address: 14626 North 37th Ave., Phoenix 85023. Principal is owned by Wayne A. Cook, who has no other broadcast interests. Action Nov. 1.

■ *Wailuku, Hawaii—Granted app. of Hawaii Public Radio Inc. for 88.7 mhz; 1 kw; HAAT: 5,534 ft. Address: 1335 Lower Campus Dr., Honolulu. Principal is nonprofit corporation chartered by state of Hawaii and headed by John Henry Felix, president. It also owns KHPR(FM) Honolulu. Action Oct. 25.

■ *Fort Wayne, Ind.—Returned app. of Family Stations Inc. for 91.5 mhz; 20 kw; HAAT: 400.5 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Oct. 30.

■ *Jeffersonville, Ky.—Returned app. of Family Station Inc. for 91.1 mhz; 50 kw; HAAT: 500 ft. Address: 290 Hegenberger Rd., Oakland, Calif. 94621. Action Oct. 30.

■ Pentwater, Mich.—Returned app. of James J. McCluskey for 103.1 mhz; 3 kw; HAAT: 100 m. Address: 220 1/2 South Michigan Ave., Big Rapids, Mich. 49307. Action Oct. 30.

■ *Port Huron, Mich.—Granted app. of Ross Bible Church for 88.3 mhz; 2 kw; HAAT: 227 ft. Address: 2865 Maywood Dr., 48060. Principal is nonprofit educational institution headed by Craig Maxwell. It has no other broadcast interests. Action Nov. 1.

■ *Webster, N.Y.—Returned app. of Mars Hill Broadcasting Co. for 89.3 mhz; 1 kw; HAAT: 103 ft. Address: 4044 Maykes Rd., Syracuse, N.Y. 13215. Action Oct. 30.

■ *Wichita Falls, Tex.—Returned app. of Christian Service Home Inc. for 91.9 mhz; 100 w; HAAT: 1,660 ft. Address: P.O. Box 3175, Wichita Falls, Tex. Action Oct. 30.

TV

■ Vicksburg, Miss.—Granted app. of Vicksburg Broadcasting Group for ch. 35; ERP vis. 5000 kw; aural 500 kw; HAAT: 722 ft. ant. height above ground: 523.4 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kimmerly; his wife, Sue; Harmon Drew, and his wife, Jean. Action July 23.

In Contest

The review board made the following decisions:

■ Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding.—Rescheduled oral argument for Dec. 12 at 10 a.m., instead of Nov. 30.

ALJ Joseph Chachkin made the following decisions:

■ Calumet, Mich. (Hometown Television Inc.) TV Proceeding.—Granted motion for summary decision by Hometown and resolved air hazard issue in its favor and granted Hometown's app. for new TV in Calumet. (By summary decision, Nov. 5).

■ Drylestown, Pa. (Central Bucks Broadcasting Co.) AM Proceeding.—Granted motion for summary decision by Housatonic Valley Broadcasting Co. and resolved air hazard issue in its favor. (By MO&O, Nov. 7).

■ Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) FM Proceeding.—Granted motion for summary decision by Family and resolved main studio issue in its favor. (By MO&O, Nov. 7.)

■ Lubbock, Tex. (Jerrico Broadcasting Inc.) FM Proceeding.—Granted motion by Barton Broadcasting Co. and dismissed applications of Jerrico Broadcasting and Lela M. Officer with prejudice. (By MO&O Nov. 2.)

ALJ John M. Frysiak made the following decision:

■ Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. FM Proceeding.—Granted motion by Jamestown and dismissed Retherford's app. with prejudice, granted Jamestown's app. for new TV in Jamestown and terminated proceeding. (By MO&O).

■ Rotterdam, N.Y. (Women's Coalition for Better Broadcasting) FM Proceeding.—By separate orders, granted motion for summary decision by MRLJ Enterprises, and resolved air hazard issue in its favor; granted joint request for settlement agreement, dismissed app.'s of Women's Coalition and John and Terri Flanders with prejudice and granted MRLJ's app. for new FM in Rotterdam. (By MO&O).

Facilities Changes

Applications

AM's

Tendered

■ WDEB (1500 kHz) Jamestown, Tenn.—Seeks CP to change freq. to 829 kHz and change city of lic. to Allardt, Tenn. App. Nov. 6.

Accepted

■ New (890 kHz) College Park, Ga.—Seeks CP to change TL. App. Nov. 6.

■ WTAY (1570 kHz) Robinson, Ill.—Seeks CP to make changes in ant. sys. App. Nov. 6.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,858	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,821	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	8	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	186	3,002

* Includes off-air licenses.

■ WDGS (1290 kHz) New Albany, Ind.—Seeks MP to make changes in ant. sys. App. Nov. 6.

■ KBRL (1560 kHz) Imperial, Neb.—Seeks MP to change TL and make changes in ant. sys. App. Nov. 9.

■ WCNS (1480 kHz) Latrobe, Pa.—Seeks MP to reduce power to 500 w and make changes in ant. sys. App. Nov. 7.

■ KXA (770 kHz) Seattle—Seeks CP to change TL and make changes in ant. sys. App. Nov. 6.

Canceled

■ WTLS (1300 kHz) Tallahassee, Ala.—CP to change TL and make changes in ant. sys. Canceled Nov. 9.

■ WKHJ (1440 kHz) Holly Hill, S.C.—CP to add night service with 1 kw. Canceled Nov. 9.

FM's

Tendered

■ *WQAQ (98.1 mhz) Hamden, Conn.—Seeks CP to change freq. 88.3 mhz and change ERP to 100 w. App. Nov. 6.

■ KVNE (89.5 mhz) Tyler, Tex.—Seeks CP to change HAAT to 898.72 ft. and make changes in ant. sys. App. Nov. 6.

Accepted

■ KZIA-FM (101.7 mhz) Rio Rancho, N.M.—Seeks CP to change ERP to 0.978 kw. App. Nov. 7.

■ KPUP (107.5 mhz) Redmond, Ore.—Seeks CP to change TL. App. Nov. 7.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,290 ft. App. Nov. 7.

■ WCNV (107.9 mhz) Amherst, Va.—Seeks CP to change TL. App. Nov. 7.

TV's

Accepted

■ *WMED-TV (ch. 13) Calais, Me.—Seeks CP to change SL. App. Nov. 7.

■ *WMED-TV (ch. 12) Orono, Me.—Seeks CP to change SL. App. Nov. 7.

■ *WMEM-TV (ch. 10) Presque Isle, Me.—Seeks CP to change SL. App. Nov. 7.

Actions

AM's

■ KLNI (1380 kHz) Pearl City, Hawaii—Granted app. to operate transmitter by remote control. Action Oct. 26.

■ WJTX (1580 kHz) Urbana, Ill.—Returned app. to change freq. to 870 kHz; change hours of operation to day only, and make changes in ant. sys. Action Nov. 2.

■ WDFB (1170 kHz) Junction City, Ky.—Granted app. to make changes in ant. sys. Action Nov. 2.

■ WXYT (1270 kHz) Detroit—Granted app. to change SL to 15600 West Twelve Mile Road, Southfield, Mich. Action Nov. 1.

■ WLRC (850 kHz) Walnut, Miss.—Returned app. to increase power to 1 kw and make changes in ant. sys. Action Nov. 1.

■ WDNV (1600 kHz) Dansville, N.Y.—Dismissed app. to increase day power to 1 kw. Action Nov. 1.

■ WDEX (1430 kHz) Monroe, N.C.—Granted app. to make changes in ant. sys. Action Nov. 2.

■ KJCH (1410 kHz) Cleveland, Tex.—Granted app. to make changes in ant. sys. Action Nov. 2.

■ KAAR (1480 kHz) Vancouver, Wash.—Granted app. to change TL and make changes in ant. sys. Action Nov. 1.

■ KTHE (1240 kHz) Thermopolis, Wyo.—Granted app. to change hours of operation to unlimited. Action Nov. 2.

FM's

■ KLZI (99.9 mhz) Phoenix—Granted app. to install new transmission sys. Action Oct. 31.

■ WKQA (104.9 mhz) Pekin, Ill.—Granted app. to install new transmission sys. Action Oct. 31.

■ WZZQ (107.5 mhz) Terre Haute, Ind.—Granted app. to operate formerly authorized facilities as aux. Action Oct. 31.

■ WMQT-FM (107.5 mhz) Hancock, Mich.—Granted app. to change TL; change HAAT to 526.44 ft.; change freq. to